



Campaigns, Websites, Media & More: Meet the ODMHSAS Communications Team 🤝

It's us!

Heath Hayes, Chief Communications Officer

Jeff Dismukes, Director of Communications

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Cole Rachal, Website Administrator





Why:

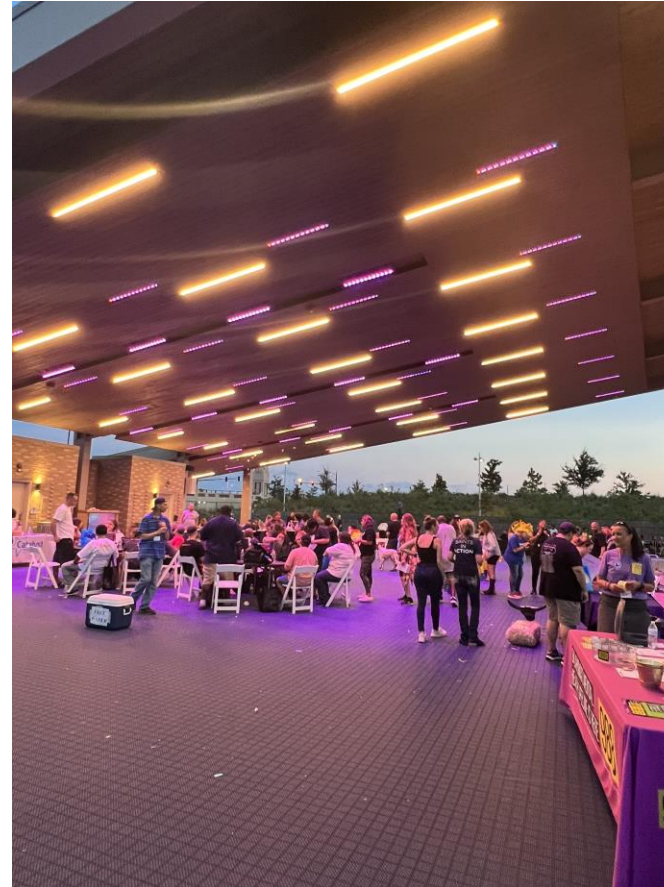
September is **Recovery Month!**

Communications amplifies the **message** of Recovery and the **mission** of ODMHSAS



Goal:

Share all the amazing things our staff members do! We love what we do, and we want to share it in as many ways as we can.





New and improved: oklahoma.gov/odmhsas

- The ODMHSAS site is a resource we can be proud of!
- Simple tabs, easy-to-read information, clean graphics
- Facility pages make learning about our state-operated facilities easy: location, population served, visiting information, career opportunities and more
- Program pages with concise, clear, updated information are easy for people to navigate and learn about everything we do
- The Provider Update Page (aka PUP page) is the one-stop-shop for providers to learn about updates, trainings, learning opportunities and more all in one digital space, replacing emails that may get lost.



OKLAHOMA
Mental Health &
Substance Abuse



Network of Care

For Behavioral Health

www.networkofcare.org



Network of Care

- The Network of Care Services Directory is a search-based service locator.
- It provides a self-service function to the public to explore program and service info so they can directly access it.
- Consumers can search as broadly or narrowly as they wish, including searching by need, ZIP code, keyword, county, etc. Consumers also may search by category, sorted by Network of Care.
- The Services Directory is also embedded directly on the ODMHSAS homepage, allowing individuals to search for resources straight from our site.

Working with Providers and Network of Care

- Network of Care is designed to help consumers find what they need quickly and accurately. To do this, we need to make sure the information on Network of Care stays relevant to best meet the needs of our consumers.
- Providers can **add new listings** or **update existing ones** if they start/stop providing different services or open new locations across Oklahoma. Anybody can change this information and all changes go through our Provider Certification and communication staff to maintain accuracy.
- It is important to encourage Providers to keep this information up to date to best serve Oklahomans. The process is quick and easy and can be done directly from the Network of Care website.
- Feel free to [email Cole](#) if you want more information on the process or have question.



The background is a vibrant, abstract painting with thick brushstrokes in shades of blue, orange, yellow, pink, and black. A central yellow rectangular box contains the text.

CALL OR TEXT

988

**MENTAL
HEALTH
LIFELINE**



Goals:

- Statewide reach
- Community involvement/ambassadors
- Approachable, needs to break through the noise
- Position Oklahoma as national leader in 988 rollout



Strategies:

- Plan statewide media buy and [dedicated website](#)
- Attend community events, offer bilingual resources, meeting people where they're at
- Language and branding choices; bright, eye-catching creative approach
- Highlight Comprehensive Crisis Response (CCR) plan with 988



Follow 988 on social media:

- @988okla



**FAMILY
FIELD
GUIDE**

**Because kids
don't come with
instructions.**



Goals:

- Engage Oklahoma families
- Revitalize already-created website and assets
- Position FFG as umbrella for all family services in Oklahoma



Strategies:

- Plan media buy directing to [FFG website](#)
- Partner with local parent/caregiver influencers with existing audiences



Influencer Metrics:

- 442.4K total video views
- 52.2K total likes
- 214.9K total TikTok reach

1 START TALKING

Whether it's a bad day at work or something going on at home, we all need a way to relieve the pressure. Talking with someone can help.

2 OFFER SUPPORT

You don't have to wait for someone to come to you. Look for signs of distress in others and reach out to provide your support.

3 GET HELP

Ask for help when you need it. If you are in crisis, call 988 right now.

HELP PREVENT BLUE SUICIDE



ASK FOR BACKUP
ASK FOR BACKUP
ASK FOR BACKUP
ASK FOR BACKUP



ASK FOR HELP WHEN YOU NEED IT.

HELP PREVENT BLUE SUICIDE

01. START TALKING
02. OFFER SUPPORT
03. GET HELP

Let's End Blue Suicide

ASK

BACKUP

FOR

Let's End Blue Suicide

ASK FOR BACKUP

BACKUP

Let's End Blue Suicide

ASK FOR BACKUP



Ask for help when you need it. Talk with a fellow officer or reach out to the police wellness unit. If you are in crisis, call 988 right now.

ASK FOR BACKUP
ASK FOR BACKUP
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ASK FOR BACKUP

1 START TALKING

CHECK ON YOUR TEAM

2

GET HELP

HELP PREVENT BLUE SUICIDE
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HELP



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Help Prevent Blue Suicide

START TALKING

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OFFER SUPPORT

LET'S END BLUE SUICIDE

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GET HELP



Goals:

- Engage law enforcement in the mental health conversation
- Help prevent suicide in the law enforcement community
- Keep information peer-to-peer to be most effective



Strategies:

- Interview law enforcement partners, officers in the field
- Create branding/assets that understands their experience
- Information is disseminated top-down at shift change and within local police departments, rather than via media buy
- Engage with Dedra Hansbro to get expert ideas and feedback



Updates:

- Still in early stages – more coming soon!



RESOURCES

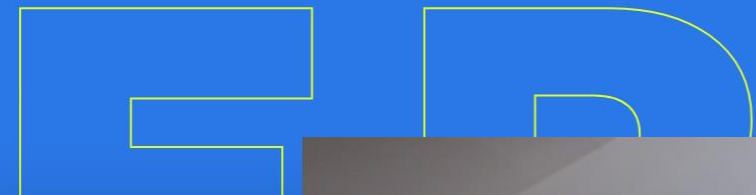
CONNECT

It's time to find better ways to feel better.

Things haven't been easy lately.

The stress of school, the anxiety caused by life and everything going on in the world is a lot for anyone to deal with. For a lot of people, getting high or vaping was a way to relax. But it's time to try something new.

Try Something Better





Goals:

- Help reduce vape/marijuana use for Oklahoma youth/teens
- Create messaging that will reach teens, don't talk down to them – they are the most informed generation that has ever existed
- Empower parents/influential adults to start the conversation with their teens
- Engage partners by using Google search and OPNA data, subject matter experts



Strategies:

- Inform media buy via OPNA and Google search data
- Focus youth-driven content on ODMHSAS TikTok and Instagram
- Create [bold, vibrant website](#) to appeal to this audience
- Engage with Tequia Sier to get expert ideas and feedback



Follow Own Your Power:

- @ownyourpowerok on Instagram

Worker burnout impacts site safety.

Learn how to ask "Are You OK?"



ARE YOU OK? See the signs, save a life.



ARE YOU OK?

See the signs save a life.



ARE YOU OK? See the signs, save a life.



Goals:

- Engage businesses/workplaces in suicide prevention training
- Promote [already-created eLearning](#), Are You OK?
- Increase Are You OK? training completions



Strategies:

- Begin the conversation about mental health in the workplace with the CTA, "Create a Culture of Care"
- Reach out to HR and wellness staff to incorporate Are You OK?
- Launch LinkedIn ad campaign
- Engage with Meg Cannon to get expert ideas and feedback



Are You OK? Metrics:

- Are You OK? training completions doubled in June
- Partnerships with chambers of commerce, OnCue, Devon and more

HOW TO USE NALOXONE.



Instructions for Use: Opioid Overdose Response

NARCAN® Nasal Spray (naloxone) is for emergency to reverse opioid overdose.

1 Identify Opioid Overdose and Call 911 for Help



If you can't wake the person and/or their breathing is very slow or has stopped: call 911 and lay the person on their back.

2 Give NARCAN® Nasal Spray (naloxone)



Remove NARCAN® (naloxone) device, insert nozzle tip into one nostril and press plunger firmly. Do not test device - there is only one dose per device.

3 Watch and Support



Move the person on their side. If they have not woken after 2 minutes, give them a second dose in the other nostril.

SAVE SOME
NALOXONE.



Scan code
for more
detailed
instruction.

OKIMREADY.ORG



OK, I'M READY TO test.

WHAT IS FENTANYL?

Fentanyl is a strong opioid that is 50 times stronger than heroin. It is partially responsible for the current overdose crisis in the US. Prescription fentanyl may be a tablet, spray, or patch. On the street, fentanyl may look like a white, tan or gray powder and may be mixed in with other drugs like heroin, meth, cocaine, or pressed pills.

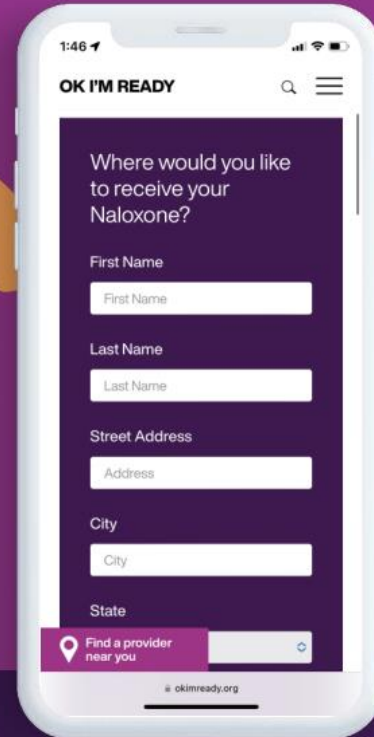
FENTANYL OVERDOSE

Anyone can overdose on fentanyl, especially if they don't know it is in the drugs they ingest. You can't overdose from touching fentanyl, it must be ingested to cause an overdose.

Signs of a fentanyl overdose include slow or no breathing, blue or ashy lips or fingertips, and pinpoint pupils.

OKIMREADY.ORG

Get free naloxone today.



SAVE SOME
NALOXONE.



OKLAHOMA
Mental Health &
Substance Abuse



Scan to
get free
naloxone
today.

OKIMREADY.ORG



Goals:

- Revitalize already-created campaign
- Position OK I'm Ready as the umbrella for substance use/addiction treatment and prevention services
- Engage community leaders in the conversation



Strategies:

- Create updated brand identity
- [Expand website](#) to include information about substances in general rather than just focusing on opioids, provide bilingual resources
- Engage with Andrea Hamor-Edmondson, Teresa Stephenson and so many others to get expert ideas and feedback
- New video spots with community leaders, PLUS working on an influencer campaign – coming soon!



Follow us on social media:



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@odmhsas



@odmhsasinfo



@odmhsashr



@odmhsas



@odmhsas